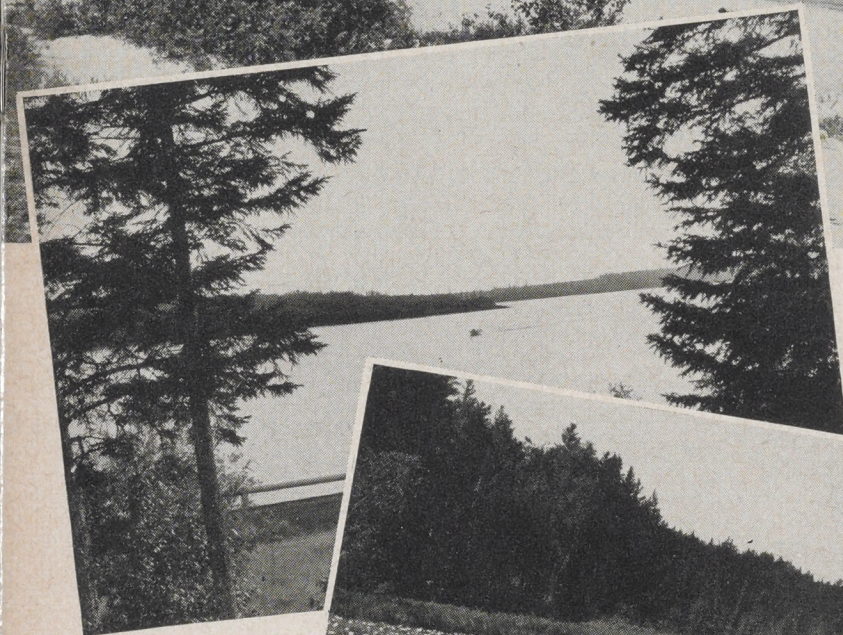




LAKE WINNIPEG



CLEAR LAKE—
RIDING MOUNTAIN
NATIONAL PARK

WHITESHELL
FOREST RESERVE—

THE LILY POND

RAINBOW FALLS



“When You Want a Big Job Done— Ask Eatonians to Do It!”

That is how we summed up the article in our last issue about the great work of Eatonians against the recent danger of fire; and it is evident from the following that other people agree. We take pleasure in making known the high regard for the job done, as expressed in these letters:

* * * *

**From a letter to Mr. A. R. Tucker, general manager, written by
Mr. Joseph Gair, president of Allan, Killam & McKay, Ltd.:**

“Since the catastrophic fire on Portage Avenue I have met many insurance managers from the various parts of Canada, and on every occasion they have asked me to convey their appreciation to your organization for its courage, resourcefulness and endurance on that epic day. . . . I thought you would be interested in the enclosed letter from the president of The Western Canada Insurance Underwriters’ Association, representing 180 Fire Insurance Companies. . . .”

THE WESTERN CANADA INSURANCE UNDERWRITERS’ ASSOCIATION

OFFICE OF THE PRESIDENT

WINNIPEG
MANITOBA

July 2, 1954.

Mr. Joseph Gair,
President,
Allan, Killam & McKay Ltd.,
364 Main Street,
Winnipeg, Man.

Dear Mr. Gair:

At the last meeting of the Executive Committee of this Association a resolution was passed unanimously commending the very excellent work done by the management and staff of The T. Eaton Co. Limited in protecting its property during the height of the fire which occurred on June 8th last. It is seldom that a private fire brigade is called upon to perform the duties which this brigade did. The outstanding work done on this occasion deserves commendation of the highest order.

I would ask you, as insurance broker for The T. Eaton Co. Limited, and as a representative of a number of Association Companies, to convey to the management the appreciation of the members of this Association for the very fine effort which the management, chief fire inspector, members of the fire brigade and staff contributed on the occasion referred to above.

Yours very truly,

R. G. Boyd
President



Mr. John Dunlop Celebrates 45th Anniversary

Monday, June 21, was the date of this big event in the life of "Jack" Dunlop, for it marked the completion of 45 years as an Eatonian. During those years, the Londonderry lad has risen from a "green" boy, through responsible positions—he was department head at 21 years—to manage the Basement Store for over 30 years, and build this "store within a store" to the eminence it has attained.

On the morning of the 21st, the department girls held a breakfast at Moore's in honour of Mr. and Mrs. Dunlop, and Mr. Bruce Sutherland spoke in glowing terms of Mr. Dunlop's career. On behalf of the girls, Mr. Tom Carson made a presentation of a picture light, and Ann McCaffrey presented Mrs. Dunlop with a bouquet of roses.

After this grand start to a perfect day, the guest of honour was escorted to "his store," accompanied by Mrs. Dunlop, and here Mr. Carson again had the pleasure of presenting a gift—this time an oil painting—to Mr. Dunlop from his department staffs. Needless to say, too, all that day his many friends came a-visiting to bring him their hearty congratulations.

That evening the Marlborough Hotel was the scene of a stag party in his honour, attended by about 150 enthusiastic friends,

with Mr. T. Carson as chairman. Mr. Harold Steele was guest speaker and, on behalf of the gathering, presented Mr. Dunlop with a luggage set. In addition to the good wishes and praises offered by the chairman and the guest speaker, Mr. Dunlop was literally showered with telegrams and other messages from far and wide, read by Mr. Bob Clarke and Mr. Bill McCormack. Mr. Dunlop's reply was a mixture of his usual modesty concerning his own achievements, and a heart-warming tribute to his colleagues and the Company!

Everybody joined in wishing good health and happiness at Eaton's to the guest of honour, with a special tribute to one they knew had been such a help and inspiration to him—Mrs. Dunlop. 'Twas a grand day, well celebrated, a time of good-fellowship honouring an Eatonian of fine character and outstanding ability.

Manitoba's Famous Vacation-Land

We like travel—so many people do, especially with today's varied and comfortable means of getting to places; and travel is a great educator and "mixer," as we get to know our neighbours and trade with them.

But when we consider how many miles we sometimes go to enjoy a vacation and rest—amid scenery not a bit more beautiful than our lake beaches, our Riding Mountain park and our wonderful Whiteshell district between here and the Ontario border; then we can proudly say of our own province, "There's no place like home!"

Three





Mr. Ed. Adey Celebrates Fortieth Anniversary as an Eatonian

Emigrating—which is what coming to Canada from Newfoundland meant in those day—Edgar J. Adey joined Eaton's in Winnipeg 40 years ago June 29, and is still "striking sparks" in the department where he started, Electricals; department manager now for many years. A veteran of the Great War, he served as a sapper in the Canadian Engineers.

In honour of his 40th, the staffs of City Electricals and Electrical Workshop, and other friends, held a dinner at the Airport Hotel, June 26, the Saturday previous, with Mr. Lloyd Waddell, assistant, in the chair. Mr. G. K. Eisener read the many telegrams and other messages from friends and associates across Canada. On behalf of the departments, Mr. A. Hewish, manager, presented Mr. Adey with a lounge chair, and a bouquet of red carnations was presented to Mrs. Adey by Miss M. Goatcher.

The anniversary day saw Ed's desk literally "snowed under" with tokens of goodwill and personal gifts, all with best wishes for continued health and happiness in years of Eaton service.

Port Arthur Store Manager Joins Eaton Quarter-Century Club

Mr. Gordon David Nelson Honoured on the Occasion of 25th Anniversary with the Company



On June 27, Mr. G. D. Nelson, Port Arthur Store manager, became a member of the Quarter-Century Club. Official recognition came at a breakfast which was attended by department managers and held in the Prince Arthur Hotel on Saturday morning, June 26.

Mr. H. E. Perry, assistant Store manager, presented Mr. Nelson with the congratulatory message from the President, Mr. John David Eaton, a membership certificate and a handsome wrist watch suitably inscribed to mark the occasion. Mr. C. Hine, another Quarter-Century Club member, read the many messages of congratulation.

In his office following the breakfast, Mr. H. Adderley and Miss E. Switzer, on behalf of the department assistants and Store staff, made the presentation of a movie camera and 200 feet of coloured film, and to Mrs. Nelson, 25 red roses.

Joining the Company in the Saskatoon Store Staples Department where he worked for 14 years, Mr. Nelson was for the next three years in that Store's Merchandise Office; Store manager at Prince Albert for four years, and Store manager at Port Arthur for the past four years.

Mr. and Mrs. Nelson have two daughters, Patricia Anne and Judith Lynne. He is a member of the Kiwanis Club and Port Arthur Golf Club, also a director of Port Arthur Chamber of Commerce.

Port Arthur Men Hold Annual Golf Field Day

On June 23, 27 golfers from the Port Arthur Store participated in the annual field day handicap tournament at the Port Arthur Golf and Country Club. Tom Kenny won the Eaton trophy with a net score of 75 (81-6). Low gross was a tie between R. Rix and B. McDowell.

Other Prize Winners

Low net, first nine.....J. Murray	High hidden hole, first nine.....C. Nuttal
Low net, second nine.....T. Coakwell	Low hidden hole, second nine....G. D. Nelson
Low hidden hole, first nine.....J. Cockell	High hidden hole, second nine...L. Smallwood

Following the tournament a buffet supper was served at the Country Club at which the trophies and prizes were presented.



Graduates of the Swimmers' Water Safety Classes

As reported in our April issue, a good large class was formed for instruction in swimming and water safety. Instructors were Miss Dorothy Lloyd (standing, right) and Mr. Ray Senez, both Eatonians. Ten were successful in passing junior or intermediate tests—four were absent when our picture was taken. Here they are seen receiving their Red Cross Pins from Mr. Bruce Sutherland, staff superintendent.

Standing—left to right: Helen Hendry (int.), Pat Wells (jr.), Mrs. Rita Donnelly (int.), Mrs. E. Brownridge (int.). Seated—Miss Agnes Lundman (jr.), Mrs. A. Hart (jr.). Others passing were Joan Rogers, Margaret Lough, Elizabeth Wonsowich (all intermediate) and Rosalind Gray (senior). Congratulations.

Miss Lloyd says that many learned to swim and, with a bit more practice, would have passed the test for water safety! Register early next season, girls!

Mr. and Mrs. James Stewart Win Visit to Detroit Lakes



—Or Rather, Mrs. Stewart Did, Admits Jimmy (Dept. 67, M.O.)—and They Had a Delightful Time!

Nice to be riding in a swank open convertible, being cheered by thousands, as Mr. and Mrs. Winnipeg! Well, that's what Jim and wife enjoyed as a consequence of Mrs. Stewart being the successful contestant in a CJOB-Detroit Lakes' Junior Chamber of Commerce annual competition. A three-day stay including expenses there and back by train, and Thursday to Saturday carnival fun, arriving back home Monday, July 12.

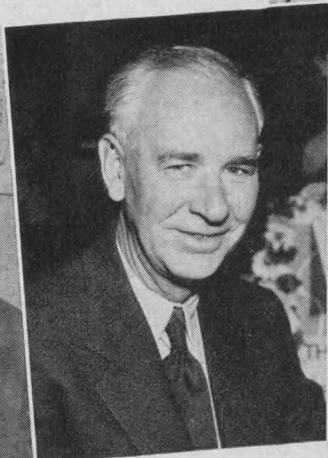
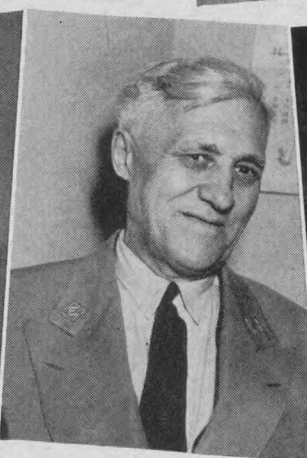
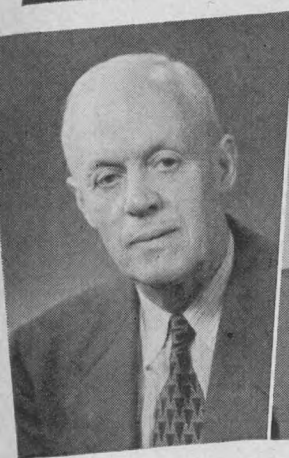
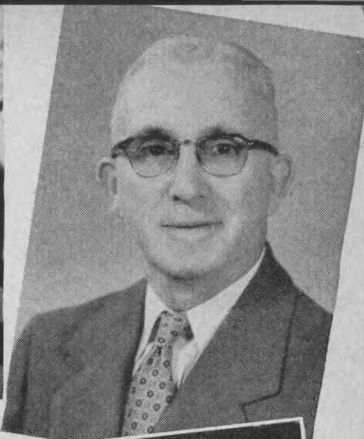
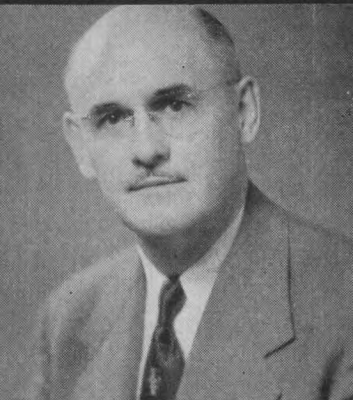
The event was packed full of fun and excitement—fishing and water sports, boat races, parade, auto thrills and spills — it was a "wow" say they, and they were treated most generously. Lucky pair — don't you envy them?

FORTY YEARS ON . . . Eaton Veterans of August, 1914

Yes, 40 years ago on August 4, Prime Minister Asquith declared a state of war against Germany—and Canadians sprang to arms overnight. We are indebted to Mr. Finlay Tease, Time Office manager, for this list of names of Eatonians who enlisted in that very first month and are still Eatonians in service in Winnipeg. We give their names, present departments, regimental numbers and regiments.

W. J. Agnew (67), 15462, Ft. Garry Horse.
J. H. Chettle (29), 71788, W.L.I.
F. C. Game (28), 3rd Field Ambulance.
G. Johnson (113), 34710, Veterinary Corps.
J. Moir (154), 608, Winnipeg Rifles.
A. B. Mudge (232), 21733, Wpg. Grenadiers.

R. N. Mitchell (171), 15456, Ft. Garry Horse.
J. W. Mitchell (171), 335, Winnipeg Rifles.
D. McFadzean (151), 15474, Ft. Garry Horse.
H. M. Reid (160), 33440, 3rd Fd. Ambulance.
J. R. Thom (122), 29394, Cam. Highlanders.
G. A. Trotter (271), 21433, Wpg. Grenadiers.
F. G. Tease (112), 21427, Wpg. Grenadiers.



Thirty-Five Years With Eaton's

LEONARD A. WIMBLE

Thirty-five years with the Company on June 23, Mr. Wimble hails from Kent, the garden county of England, and has spent his full service with the Printing Department where he is now department manager. Married, and has three children: Lynne, 18; Bruce, 14, and Kathleen, 12.

Len is active in printing circles, being present president of the Winnipeg Club of Printing House Craftsmen; has been president of Eaton Curling Club, and his other outdoor hobbies are fishing, hunting and photography and the occasional game of golf. "I have enjoyed my association over the years with Eaton's very much," says Len.

WALTER WILLIAM MILLS

Six years in City Inspectors Department, followed by 29 in the Foodateria, make up Mr. Mills' 35 years from June 28, 1919. Married to the former Daisy R. Johnson of the same department, Mr. Mills has a 13-year-old son, Walter Brian.

An anniversary dance party was held in his honour at St. James' Hall on June 25, when he was presented with a picnic set; and on his anniversary day, amid the showers of goodwill messages, callers and personal gifts, Mr. Mills was presented with a torchere lamp from the department.

Outdoors with the Angling Club and indoors with the Eaton Bowling League, he finds lots of fun and exercise.

Held for Next Issue on Account of Absence

H. Sinclair (photo), Printing; M. Ringland, Printing; Miss Ethel Park, M.O. Money Returns.

Thirty-Five Years With Eaton's

MISS SARAH GRACE JOHNSON

Assistant in the Children's Department of the Store, Miss Johnson was born at Lundar, Manitoba, and became an Eatonian on July 2, 1919. To celebrate the occasion of her anniversary, she was presented by Mr. W. J. Wakefield with a chest of silverware, gift of the department management and staff, and with many tokens of personal esteem from friends and associates who came to congratulate her and wish her many more years in the department where she has spent her entire service.

MRS. MURIEL LAURANE

Born in Winnipeg, Mrs. Laurane's service with Eaton's has been in those very important sections, Customers' Food Ordering, with 279 Grocery Order Board, then 281 Meats and then section head of 290 Provision Orders, for a total of 31 years; for the last four years she has been supervisor of Department 111 Telephones Order Room. Married, and a member of Chalmers' United Church, Mrs. Laurane enjoys good music and motoring.

A breakfast was held in her honour in the Grill Room, Friday, July 2, at which her associates, also Messrs. W. L. Palk, F. G. Muirhead, W. Hodgson, G. B. Douglass and others attended, and Mr. H. H. McIntyre presented her with a coffee table, gift of the department. July 3 her office was the centre for numerous personal gifts and a stream of Store-wide friends who came to congratulate her and extend best wishes for further happy Eatonian years!

FREDERICK CAM

A Londoner by birth, Mr. Cam left that great city to live in Canada, and became an Eatonian in the Printing Department on the 27th of June, 1919. He has worked there ever since. Married, he has two children, Norma and Fred, and is an active curler in season (which season, as every curler knows, is never long enough).

HAROLD EDWARD SINCLAIR

Returning to Canada after the first Great War, when he served overseas with the 8th Battalion, Mr. Sinclair joined Eaton's Printing Department on June 18, 1919, and has served his full time with that department. Married and with two sons, Harold and Bill, he finds most recreational and social activity by his connection with Legion work, and is a follower of all sports, winter and summer, indoors and out.

We hope to have his picture for our next "gallery" as night-shift work has delayed his "sitting."

FRANK T. SCOTT

Celebrating his 35th anniversary with Eaton's on July 3, Frank Scott looks back on about 30 years attending to the marshalling and mailing of our catalogues from the Printing Plant, and for the past five years has been in charge of the assembly and bindery work.

A Canadian, born in Winnipeg, Frank as a young man, was working in the States when war was declared there in '17, and he volunteered and served three years with the American Engineers, gaining sergeant's stripes.

Married, he has two daughters, Frances and Eleanor, both married, and two grandsons. Likes fishing, gardening, curling—and each year the Scotts look forward to their trip to San Diego, California, to see the daughter and family who are there.

ARCHIE T. CLAY

Arriving in Canada from Leicester in his youth, Archie Clay went back in the Great War as a driver in the Canadian Field Artillery and served in France and Belgium. He, too, started with Eaton's Printing 35 years ago on June 18.

Married, with a son, Jack Thomas, Archie gives golf, fishing and bowling as his recreation activities—good enough, what?

MISS IRENE TETREAU

From the Province of Quebec, born at Contre-Coeur, Irene came to Winnipeg and started with Eaton's Mailing List, Department 167, for her continuous service, July 7, 1919, having been with the Company here temporarily a couple of times. She has been with the same department all the time, and during the years has made many friends.

With numerous of these ex-Eatonians anxious to be kept "in touch," Irene finds great pleasure, as her spare-time occupation, in writing to them and passing on Contacts from herself and others, to keep them in the Eaton fold!

MISS CLARICE V. MERRIFIELD

County Cornwall, a very historic place in the south of England, was the birthplace of the young lady who served her first year in Eaton's from July 8, 1919, in the city Fancy Goods, but has been ever since in "the Wools" of M.O. Department 22.

Hope to have her picture for our next issue, but we are glad to report that her anniversary day was celebrated in grand style with a department gift of brooch and earrings presented by Mr. J. Aker, while a multitude of friends, old and new, loaded her desk with personal gifts and extended congratulations and best wishes for the future.

WILLIAM SHINGLETON

Billy's outstanding memory-thrill, looking back over the 35 years he's been with Eaton's, is being chosen to go with the Dominion's Reserve Army contingent to the Coronation of King George VI in 1937.

Coming from the famous cathedral town of Wells, Somerset, S.W. England, Mr. Shingleton joined Eaton's on June 27, 1919, and has been with the Elevator Department since then. Eleven years in the active army, 11 years in the militia—active in the Great War with the 5th Brigade of Canadian Artillery, and in World War II in the 3rd Field Regiment—he ranked as sergeant-major when mustering out.

Married, he has four children, Doris, Patricia, Jack and Henry. Billy finds his garden gives him plenty of planning, exercise and pleasure.

GEORGE CHAMBERS

His 35th anniversary came just in good time for George to be able to use the comfortable lawn cart which was his gift from colleagues in the M.O. Jewellery and Handbags, July 9, for at last the weather has been yielding some heat and sunshine (with mosquitoes, alas!). George's gift was presented that morning by Mr. R. Robertson, and the day was memorable for visits of friends and personal gifts. Then that evening, a party of department staff and wives was held in his honour at the Paddock when another memento was presented to him.

Born at St. Cloud, Minn., George worked seven years in M.O. Packing, two in Jewellery, 15 in Sporting Goods and the last 11 have again been with the Jewellery. Married to the former Grace Neil, of the Basement Store (then 268), he has a daughter, Karen, and a son, George. Duck shooting at Whittle's Point and membership in the Libau Gun Club afford lots of outdoor sport, and he also bowls and curls.

Description of Pictures on Facing Page

Top Row—left to right: Leonard Wimbles, Miss S. G. Johnson, Archie Clay. Centre Row: Miss Irene Tetreault, Walter Mills, Mrs. M. Laurane. Lower Row: Frank Scott, William Shingleton, George Chambers, Frederick Cam.

BALL ONE



First Progress Report on the Baseball Leagues—It's Been a Long Pull Against the Weather, but Now, at Last, We're Getting on Base!

MEN'S SOFTBALL NEWS

By Doug McPherson

	Won	Lost	Tied
Combines	10	3	0
Rockets	8	3	0
Vikings	2	8	1
Decots	2	8	1

Competition in the Men's Baseball League is quite a bit keener than in former years. Stan Dropko has a good bunch of youngsters with a lot of desire and they give every game that old "try." Stan's Decots haven't won too many games to date, but should prove very troublesome in the play-offs.

Paul Munson's Viking club has shown well in a few games, beating Combines 8-7 in a very good ball game. The Vikings lack depth in the pitching department.

The Combines have gathered together a solid ball club and should give Rockets quite a good battle for the baseball honours this year.

Finally, the Rockets! This ball club seems to roll along like "Old Man River." The one thing that might stump the boys this year is pitching. Ted Creran has been carrying the load up to date and it is quite a job for one fellow to pitch all the ball games. However, Leo Clarke will probably come up with an answer—we'll just have to wait and see.

GIRLS' SOFTBALL NEWS

By Edna Johnson

	Won	Lost	Tied
Royals	8	1	0
Imps	5	3	0
Cubs	2	6	1
Jets	1	6	1

At last the weather is in favour of baseball, and thanks to a few of the hard-working executive and the sports' representative, our diamonds are in A-1 condition. Nice work, boys!

The Royals, currently in first place, are aided considerably by the splendid pitching of Norma Thorsteinson and the strong batting of Eileen Simpson, Esther Bjorklund and Norma Thorsteinson. Team play and good hitting generally account for the Royals being on top of the loop.

Imps are in second place due, mainly, to the hitting and pitching of Ede Friesen and Addie Thompson. Good fielding by this club has held the opposing teams' runs to a minimum.

For a new club, the Cubs are coming along very well and are making things interesting for the two top teams. Some steady pitching by Daisy Cook has helped the Cubs' cause immensely.

The Jets, ably assisted by Wilma Leddingham, Elsie Moller and Eleanor Knott, to mention a few, have come up with a win and a tie in their latest efforts, and are becoming more of a threat every time out.

Will team managers kindly forward news for next month's Contacts to your Contacts' representative?

With the Lawn Bowlers



Things on "the greens" could be a little "rosier!" Everybody's doing his bit, but the setback of weather conditions led to some frustration in the first stages of the season. With only four games out of a scheduled seven to date having been played, no definite trend or standings would be fair to publish.

By the way, circumstances have caused a few openings on the rinks and we'd be glad to welcome players and prospective players to our ranks. We know you'll enjoy the game, so why not drop over to meet us Tuesday evenings at Sargent Park. And to our president, Bill Stewart, now convalescing at home—best wishes—get well enough soon to come and see us, Bill!

"The Golfers Go Round and Round"

A very active lot they are now, too, for the recent better weather has made play possible "to go around" more frequently and to get caught up on those numerous schedules! "Time and golf leagues," to change an old saying a bit, "wait for no man—or lady!"

Everybody has responded well to the opportunity, and the men's leagues are into, and some even through, the "eights," says Presi-

dent Scott Marshall; while the ladies' schedules show standings: Consolation "A" Class, second round; Championship "A" Class, second round; Championship "B" Class, third round; Consolation "B" Class, third round; Championship "C" Class (section two), semi-finals; Consolation "C" Class (section two), semi-finals. Go to it, golfers, and keep out of the rough!

Eaton's Holds Luncheon for Canadian Championship Play-Off Lawn Bowlers

Players Here From Six Provinces.



Manitoba, Canadian Rink Champions—Left to right: E. Brown, lead; H. Jenkins, second; G. McIntosh, third; Bill Calder, skip.

Saskatchewan rinks, doubles and singles players, went down to defeat before Manitobans on the Friday and Saturday, and then on Monday and Tuesday the rinks, doubles and singles, battled it out between Quebec, Ontario, Manitoba, Alberta and British Columbia.

Present at the luncheon, to which they were welcomed on behalf of Eaton's by Mr. Tom Miller, was Canadian Lawn Bowling Vice-President John Heggie, of Montreal; Eaton Lawn Bowlers' Club Vice-President Lorne Jackson and Sam Poole, members of the Manitoba Association.

Victors to take part in the British Empire Games play-off, the Manitoba rink above will wear new outfits of white slacks, maroon blazers and striped ties purchased through Eaton's. Let's hope we may welcome them back as Empire Games Champions!



Jerry Thibault

"The Decline of Golf"

By One Who Never Improves

"What is so rare as a day in June?" asked the poet. And who thinks of anything much but weddings then, anyway? Well, you'd be surprised, maybe, but in the Stock Audit the department's golf title is the topic—which is maybe why stocktaking is held off until July! Anyway, this June 25, the spirit of adventure that usually helps to make weddings, had its customary outlet in the Stock Audit challenge—win or lose—a good outing!

THIS YEAR'S CHAMPION? JERRY THIBAUT!

By a real coincidence it was at the Thibault home that the party dined "after the battle." All the golfers, including Harry Reid, received prizes from Ted Chalmers. Bud Curtis, now with the Hosiery Department, was presented with a gift as a souvenir of his S.A. experience; and to three other members, Messrs. Ben Gibson, Reg Lambert and Bob Oliphant, "long-service" gifts were presented by Mr. Livingston. A good time—and special thanks to Mrs. Thibault who prepared and served the lovely meal.

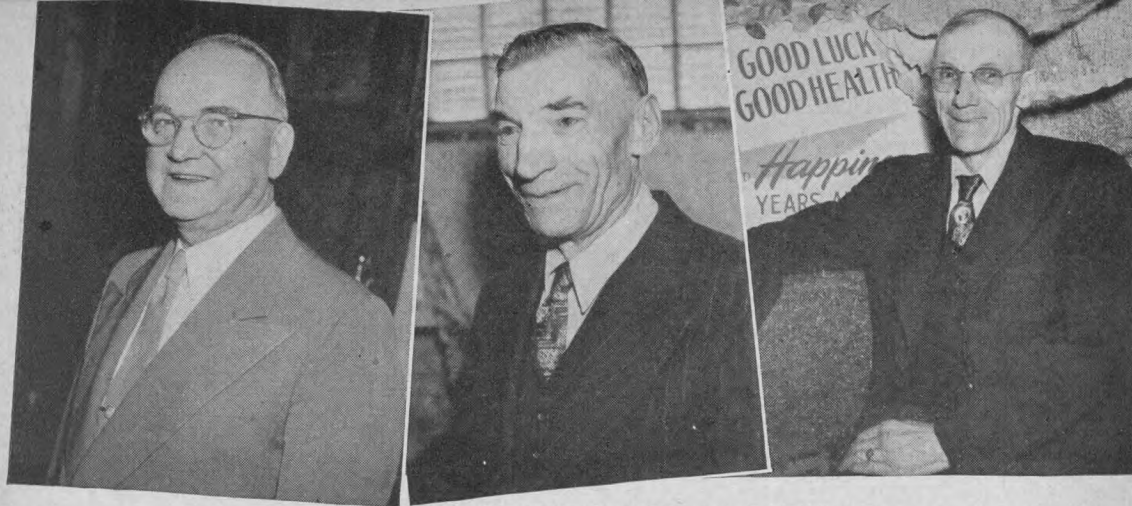
Brings In Refund Voucher After 32 Years

... But Mr. E. A. Summer, Now of 1001 East Adams Street, Washington, Illinois, U.S.A., Wasn't "Hard Up" for the Cash!

He had got along without that nickel for quite a while—and Contacts hasn't inquired whether someone figured out its exact worth on a previous "gold basis" either! But this Eaton customer of so many years ago, who was then at Headingley or Fannystelle, brought the voucher with him on a holiday to Canada and Winnipeg—and now we "own" it again! Mr. Summer is now with the famous Caterpillar tractor makers, and Eaton's thanks him for taking care of this souvenir for so long and bringing it in on his visit.

Nine





Left to right—James Thompson, Sam Kruk and J. E. Edwards

“Gentlemen of Leisure” Receive Recognition

This Month Eaton's Bade Adieu to the Three Retiring Eatonians Above, Two of Whom Have Been with the Company Thirty Years or More.

JAMES THOMPSON. “Tommy,” as he is known to the hundreds of Eatonians who counted him friend, retired from the Head Cash Office on July 3. On Thursday, June 29, he was honoured at a dinner party at Moore's by a group of associates, and a presentation was made on their behalf by Mr. R. Whitbread. Before his departure on the Saturday, he was presented by Mr. Whitbread, on behalf of the General Office staff, with a set of luggage. Practically all Mr. Thompson's long term of service, since August, 1920, was with General Office.

With the departure of “Tommy” Thompson, the Store loses a figure of outstanding character in both work and play—for Mr. Thompson was an active curler for many years, treasurer of the Eaton Club for a long period, was vice-president and then president for two-year terms, and in his time promoted the visits of Eaton curling groups to numerous outside points, thus cementing the already active sense of co-operation between the Company and its friends throughout the provincial towns. He was also an active golfer.

Good luck, Tommy, from your many friends!

S. (Sam) KRUK, Engineers' Department, said good-bye to his colleagues on June 16, after having worked with them since December 17, 1942. Many were the good wishes extended to him that day, while Mr. A. Bowman, manager, presented to him on behalf of the department, a handsome wallet well-filled with what wallets should contain.

Contacts' cameraman, by the way, caught Sam with a charming young lady in his arms on the day of the Engineers' picnic (see opposite page), by which we conclude that he's a proud and happy grandpa and will have the right recipe for not getting lonesome in retirement.

J. E. EDWARDS, of the Elevator staff, who joined Eaton's December 12, 1926, retired on June 30 and is going to reside at Vancouver. Amid a gathering of his fellow-workers that day, Mr. Bergman presented the well-liked Ernie with a gift of currency, and he also received numerous other gifts from friends in the Store and Mail Order. The girls and men of the Elevator staff join in wishing him good health and much happiness at the coast.

Service and Dependability...

Those are two of the fundamentals in Eaton merchandise offerings. It's nice to know, from letters like these we have received, that customers found, and are finding, such satisfying service and long use for our goods. But whether it's merchandise that “lasts a lifetime” or something just for the season, in its kind and class the goods should “deliver” satisfaction, and our guarantee stands behind them!

From Mr. Loyola Laughlin, Elk Point, Alta.:

“... Have done business with Eaton's for 42 years. In 1911 got a cook stove, Kitchen Queen, used it while raising a family of six ... just lately sold stove to a missionary to take to summer camp. ... Me and that old kitchen stove are still serving the Lord.”

From Calgary (en route) a Customer Writes:

“It is a little difficult to write what I feel about Eaton hospitality. ... On my D.A. I have shopped at every Eaton centre west of Winnipeg. May I congratulate The T. Eaton Company for the employees you have—the service is flawless! ...”

And for Service—in Serving—You Can't Beat Eatonians!

“... Have had to have my drug orders delivered C.O.D. for years ... have been lucky enough to get the same girl, No. 43 (Mrs. N. Cochrane), on the phone. ... She is so obliging and even on the busiest sale days, courteous and pleasant. ...”

From Gladys B. Cary, Wanpaca, Wis.:

“... My sister sent me the enclosed clipping (of the fire). How splendid. ... Those men on the cornice can feel very proud of themselves. ... This world can use so much of this spirit. ...”

From Mrs. E. A. Nadin, Canim Lake, B.C.:

“... Enclosing a guarantee for a Hand Expert sewing machine bought by my mother, Mrs. E. A. Sprott, Burnaby Lake, B.C., in 1900. The machine has been in use 54 years ... a few parts are worn ... it still sews well.”

From an Invalid Customer:

“... I wanted an oil heater; a salesman was sent out and we are happy at what we bought. Then we decided on a television set, and a Mr. Lennox looked after us very nicely and fixed it up. ... It really is a great thing to know you have people kind enough to help and advise; it has been a blessing to me and my husband. ...”



THEY'RE NEITHER TOO YOUNG NOR TOO OLD

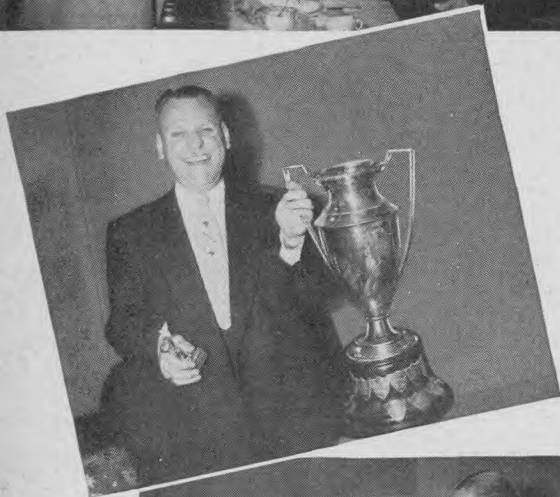
To Have a Glorious Time at the Annual Engineers' Picnic

Now that we have had the odd good week-end and stretch of several days' warm sunny weather, it's harder to realize how delighted Eatonians were at this picnic when the rain held off right up to about five o'clock . . . then came the deluge, but everybody was prepared and the fun continued under cover in the curling rink at the St. Vital Grounds—and the feasting, too!

One can gather from the few pictures we're able to crowd in here, that everybody—but everybody—from the "bottle baby" to the proud granddaddy, had a wonderful time. Top left is shown a group of Engineering Department's quarter-century men, guests Mr. Bruce Sutherland and Mr. Dan McInnes standing in with them. Numerous other invited guests, at this and the 132 Department picnic the previous week, came to share in the fun, including Mr. and Mrs. W. L. Palk, Mr. and Mrs. G. Muirhead, Mr. and Mrs. Bruce Sutherland, Mr. and Mrs. Tom Miller, Mr. and Mrs. Dan McInnes and others.

Pulled off in the "arena," the classic tug-of-war resulted in a victory for the Pipe Shop, captained by J. Erlindson (now we know who has "the pull"), while the electric iron donated by Mr. A. P. Bowman, manager, was won by Doug Horton. Mr. Bowman, by the way, won a "dash" against Ed Grimes—and then did it again just to show it was no accident! A grand event—and carried out with their usual efficiency! The pony rides, and the gifts for the toddlers, the numerous races, and the "treats"—the hours passed like minutes—and all too soon came the time to eat and then hurry home through that rain!

Go to it, Engineers, and may the sun shine all day next year!



GOLFERS' 1954

It took a lot of stamina and good sportsmanship on the part of the hundreds of golfers in Eaton's Men's Golf Club to round out the five days of "class" competition this season, for as we all know, the weather for most of the days was **not good!** However, here they are — shots from each of the great days—inside and outside—and all illustrating a good spirit of "get-together" that makes these competitions worth while in every way.

For Further Details, See Page Fourteen.



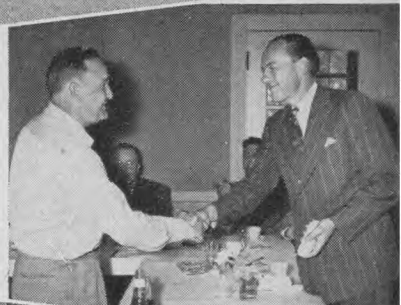


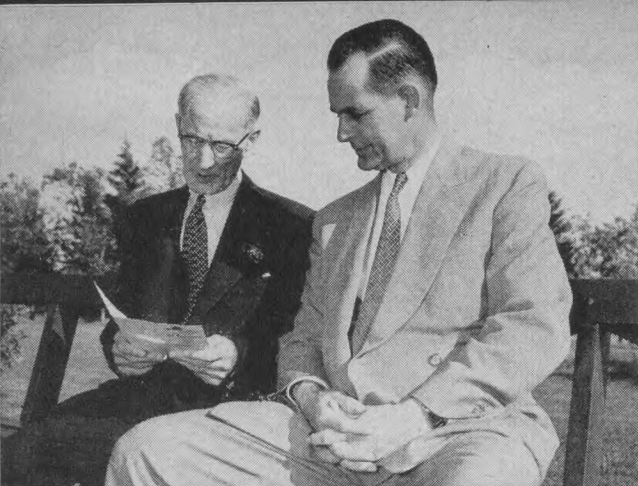
PICTURE GALLERY

"THE CHAMPS" — Winners of the Several Classes

Top Row—Left to Right: "A" Class winner George Morris, Children's Shoes, Store, receiving R. S. McCordick trophy from Mr. McCordick. "B" Class—Ted Keena, Oriental Rugs, Store, accepts trophy from the donor, Mr. G. M. Eaton. "C" Class—G. McKenzie, M.O. Drugs, captured the R. Y. Eaton trophy, presented by Mr. A. H. Young, who also presented the "E" Class B. C. Scrivener trophy to J. Lemmen, M.O. Men's Hats.

Second Row—Left: "D" Class winner Bob Clarke, of Basement Store, registers a happy pride of possession in the H. M. Tucker trophy. Special guest was Mr. H. Corken, superintendent of Montreal Store, who assisted in prize-giving (third row, left side) and led some hearty singing (second from left, bottom row).





Hard to Believe?

Can they be studying one of the low net cards and wondering "how could he do it in such weather?"—or could it be that "two heads are better than one" when it comes to checking those score cards? Anyway, this seems to have been the one day of the five without rain or wind, when Mr. A. H. Young, M.O. superintendent (left), was enjoying the fresh air at Elmhurst with golf president Scott Marshall. And it doesn't seem either, as if the mosquitoes were visiting! Times have changed since then, what?

Golf Champions in 1954's Five Classes

With a count approaching 400 golfers in action over the course in the five afternoons, Eaton's men golfers challenged the weather and completed this year's field days "as advertised!"

Monday, June 7; Wednesday, June 9; Friday, June 11; Tuesday, June 15, and Friday, June 18, saw "D," "E," "A," "B" and "C" classes run off in that order.

Weather? Why ask? However, we seem to remember there was one day without heavy rain or whooshing wind—must have been the day when we got the photo above. However, "no complaints" was the word with every Class, and as our pictures on the previous pages show, 'twas a great series all the way round, and at the clubhouse for banquets and prize presentations.

Complete list of the top-bracket golfers at right; may the five winners have a great play-off for the John David Eaton cup!

"A" CLASS—R. S. McCORDICK TROPHY

Presented by Mr. R. S. McCordick with Mr. Jim Johnston

Low Net.....Mr. George Morris, Dept. 239
 Runner-up.....Mr. J. Graham, Dept. 46
 Low Gross.....Mr. L. Girling
 Runner-up.....Mr. Glynn Morris

"B" CLASS—G. M. EATON TROPHY

Presented by Mr. G. M. Eaton with Mr. Harold Corkin, Montreal, and Mr. W. L. Palk

Low Net.....Mr. Ted Keena, Dept. 373
 Runner-up.....Mr. George Gould, Dept. 248
 Low Gross.....Mr. George Nokes
 Runner-up.....Mr. W. Taggart

"C" CLASS—R. Y. EATON TROPHY

Presented by Mr. A. H. Young

Low Net.....Mr. G. McKenzie, Dept. 112
 Runner-up.....Mr. M. Westmacott, Dept. 272
 Low Gross.....Mr. A. Wright, Dept. 12
 Runner-up.....Mr. F. Swonnell, Dept. 119

"D" CLASS—H. M. TUCKER TROPHY

Presented by Mr. R. M. Pinfold

Low Net.....Mr. R. Clarke, Dept. 901
 Runner-up.....Mr. F. Winter, Dept. 28
 Low Gross.....Mr. J. Lernout
 Runner-up.....Mr. L. Walker

"E" CLASS—B. C. SCRIVENER TROPHY

Presented by Mr. A. H. Young with Mr. F. G. Muirhead

Low Net.....Mr. J. Lemmen, Dept. 28
 Runner-up.....Mr. E. Lane, Dept. 29
 Low Gross.....Mr. E. Smith, Dept. 41
 Runner-up.....Mr. J. Swanson, Dept. 212

City Intermediate Baseball Champions, 1923

Mostly "Young Veterans" of the Great War. Left to right—top row: Team manager J. (Fuzz) Cuthbert, P. Webber, G. Shortreed, J. Johnston (E.A. & R.A. president), H. Matthews, N. E. Livingston (160); anybody know the next chap?, "Doc" Amies (E.A. & R.A. vice-president), Middle row: H. Wharton, C. Dow (122), H. Benson, T. Cochrane, J. Merrett (117-118). Front row: R. Benson (228), S. McCallum (261). Mr. Amies and Mr. Matthews are deceased, but the others are alive and six of them (see department numbers) still Eatonians—including Mr. J. Johnston, retired. Picture loaned by Mr. Livingston.

Fourteen



Welcome to the Eaton Quarter-Century Club

(See Pictures on Pages Sixteen and Seventeen)

THOR GUNNAR THORLAKSON

Mr. Thorlakson was planning to celebrate his quarter-century anniversary and holiday by a very happy event, we were told—for his anniversary was June 24 and on July 10 he was getting married and starting on a wedding journey through the southern States. May it be a most happy holiday for him and his bride.

Born in Mountain, North Dakota, Mr. Thorlakson was an Air Force man in the Great War, serving as a machinist. Hobbies are shooting, golfing and fishing. For his anniversary, the department made a presentation of a radio.

FRANK G. LAMONT

Celebrating 25 years with the Company on June 24, the genial Frank of the General Office, was born at Broughsane, County Antrim, Northern Ireland. During the World War, from September, 1940, to February, 1945, he was a sergeant with the Air Force, most of that time overseas.

To mark his anniversary, Mr. R. Whitbread, on behalf of the department, presented him with an Aeropak travel case. Member of the Session of Knox United Church, a loyal and active worker for Fort Garry Masonic Lodge and the Scottish Rite, Frank adds to these interests by hobbies of colour photography and gardening.

JOHN McLELLAND McGAVIN

A Scot from the bonnie banks o' Clyde at Glasgow, John has spent his complete quarter-century in the General Office. When he told us his outdoor recreation was lawn bowling, we said "How about soccer?" "Well, of course," said John, "one grows up to it round 'Glesca' as one grows up to hockey here."

Married, his time is greatly occupied with Fort Garry Masonic Lodge. At a party previous to his anniversary on June 17, John was honoured jointly with other quarter-century General Office members, and received a gift of Community silverware. Many came to see and greet him on his quarter-century date and present him with personal gifts.

PATRICK MIREAULT

Born in the classically named town of Notre Dame de Lourdes, Manitoba, Pat put in just one year with M.O. Shipping and then transferred to the Delivery where he completed his quarter-century of service on July 8.

He is married and daughter Rita is also an Eatonian, working in the Customers' Accounts Office.

A busy wood-worker in what folk call the leisure time, Pat also likes to travel for which his long vacation offers great possibilities. A gift of a coffee table was made to him by Mr. A. Arnason on behalf of the department.

JON CHRISTIAN JULIUS

From 1929 to 1940, Mr. Julius, who was born at Gimli, worked in our General Office, and since then has been with the M.O. Budget Plan Office. As captain with the Provost Corps, he served in England and the Continent for five years during the war. Mr. Julius has one son, John Brian; is active in bowling, curling, golf and fishing; winner of the McGee cup (curling champion of Eaton's Club), 1939-40. Also has as hobbies, leathercraft and needlepoint.

At a breakfast at Moore's, his July 12 anniversary was celebrated by his department, and on their behalf, Mr. W. J. Thomson presented Chris with a step table. Hosts of friends came to visit him and bring personal gifts during the day and to wish him much future happiness and health in Eaton service.

WILLETT EDGAR WORKMAN

Born at Oxbow, Saskatchewan, now assistant in the Made-to-Measure Shop, Mr. Workman was previously for eight years in the Store Men's Furnishings and nine in Men's Ready-to-Wear. Served for three years with the Air Force as L.A.C. Mrs. Workman was the former Marjorie R. Pullar of the Cash Office, and their son, Donald Perry, is five years old.

A dinner at Moore's signalized his quarter-century which was June 17, and the department's gift to him was an outfit of fishing tackle. Did somebody tell them he was planning a trip through the Canadian Rockies? He is! A Mason, he is also a member of the Royal Arch and Preceptory—which surely accounts for many of his winter-season evenings!

LORNE H. SNELL

Born at Stoney Mountain, Man., Lorne (Tiny) Snell reached his quarter-century with Eaton's on July 13. His first nine years, however, were at the Calgary Store with the Men's and Boys' Wear, then came 14 years with Winnipeg Furniture Packing, a year in Furniture Bedding Section, and now he is again with Furniture Packing. Nearly six years' war service saw Lorne overseas with the Fort Garry Horse. The department's gift was a chest of silverware.

Married, Mr. Snell boasts a family of two boys and two girls, in order: George, Helen, John and May. Gardening and activities with the East Kildonan Legion keep Tiny's spare time occupied.

MARGARETA DERKSEN

On July 15, Miss Derksen celebrated her 25 years with the Company. She received a lamp table from her co-workers and numerous other personal gifts, while many friends and associates came a-visiting.

Says Margareta: "Service is not a burden but joy. . . . It is with deep gratitude that I review the 25 years I have been privileged to work for Eaton's, and to accept the Company's thoughtful gifts in appreciation of my service. The extra vacation will bring me keen pleasure."

Miss Derksen is a member and Sunday teacher of the First Mennonite Church, also of the Junior Hobby Club and likes good reading.

JOHN A. ROBERTS

Coming from Manchester, England, and looking forward to revisiting there and other places and people when he goes over for his long holiday at the end of July, Mr. Roberts was for ten years in the stables and since then has been 15 in the Furniture Delivery. A veteran of both wars, first a sergeant with the Bedfordshire English Regiment, and second, with the Canadian Army Service Corps as regimental sergeant-major. During the first war he was captured by the enemy.

Married, with a daughter Corinne Anne, and a son, Douglas Francis, with the R.C.M.P., Mr. Roberts has been Provincial Grand Master of the I.O.O.F., likes gardening and fishing.

Two hundred and forty-seven horses were on the "payroll" when he started, said Mr. Roberts, and he liked those happy days working with them. To celebrate his anniversary, July 2, friends surprised him at his home with a jolly party and presented him with the department gift of a combination travel case.

Held for Next Issue Owing to Absence: Robert Clark, Buying Office; Clarence Found, Drugs.



Welcome to the Eaton Quarter- Century Club

MARY JANE (MYRA) REID

The sparkling colleen from Belturbet, County Cavan, Northern Ireland, worked her first three years in Eaton's in the Fruits and Vegetables, then she transferred to the Fashion Accessories, where for a good number of years now she has been assistant.

Myra has given grand service and direction to the Eaton Girls' Golf Club both as president and member. Music—she has done much solo as well as choir singing—fishing, swimming and boating are among her numerous activities, and she is proud of membership in Beta Sigma Phi Sorority.

July 8, her anniversary, she received a gift of a clock radio from the department and her desk was "showered" with gifts and messages, while hosts of friends visited to congratulate her. That evening at the Paddock, Department 203, with guests from the Mail Order, honoured her at a dinner, and on behalf of Toronto Principal Buyers' Office and 203 Department, Mr. Tempest and Mr. Murray presented her with luggage and stemware. Mrs. Steitzer read the many messages.

Responding, Miss Reid thanked everybody for an occasion she would never forget. For the big holiday, Myra and Miss "Charlie" Caruthers, of the Employment Office, are sailing on the S.S. Ryndam, July 28, for the British Isles and the Continent. Bon voyage, girls!

BRIAN DUGDALE

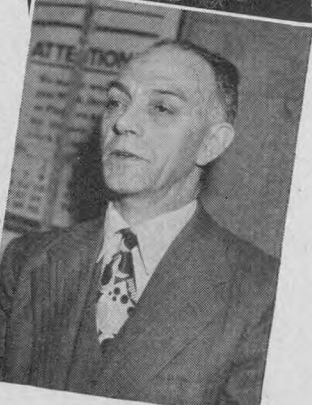
Department manager of the Bedding, Davenport and Couch, etc., department of the Furniture, Brian looks back on 11 years in the Furniture Delivery, 13 in the Furniture Department, where he rose to the assistantcy, and from where he was promoted a year ago to department manager of his present department. Married, he has two daughters, Penny and Tara.

On the morning of July 8, he was the recipient of a golf caddy cart, gift of his department, and friends by the score came to congratulate. But, 'twas stocktaking day, so a halt was called until the following evening. Then, at a dinner and dance held by his department in his honour at the Lido Plage, many nice things were said about him and his good work and a set of clubs and golf balls handed to him—unfortunately, however, in children's size. It was a happy party and everybody joined in wishing Mr. Dugdale many more years of good health and success with the Company.

EDDIE ZWOLAK

Born in Winnipeg, Eddie began his Eaton service with a five-year term in the Supply Room, and for the last 20 has been with the Bag Factory. Mrs. Zwolak is the former Anne Gembey, of the Grill Room staff.

Mr. G. Agnew, on behalf of the department, presented Eddie with a bridge lamp and blankets to mark his anniversary, July 8, but it was regrettably decided that George's poem accompanying the gifts, was not quite up to publishing requirements. Mr. Zwolak says he likes working at Eaton's and takes both active and spectator interest in several sports.



Left to Right, and Down:

Miss Myra Reid and Brian Dugdale, Eddie Zwolak and John McGavin, Pat Mireault and Miss Margaret Derksen, Thor Thorlakson and John Roberts.

GORDON W. ANDREWS

Granted continuity of service, Gordon became a quarter-century member June 11, but will now actually date from 31 years back, having served three years in M.O. Assembly, five in M.O. Draperies, and the remainder—with a one and a half-year break in the City Draperies—in the Drapery Workroom.

He is a married man with two children, Gordon and Brenda; and while he used to be a "steady" in the Eaton bowling for years, with some curling, finds enough to do around home to keep him from regular sports. Gordon is a former De Molay member.

MISS ROSE PALMER

Department 11, Girls' Wear, Mail Order, honoured Rose Mae Palmer on the occasion of her quarter-century celebration, June 21. Rose has been with that department for seven years following 11 in Children's Wear.

On behalf of the department, Mr. D. Oliphant presented her with a wrist watch. Her gaily decorated desk was just loaded with the lavish display of personal gifts and messages of congratulations and good wishes. "A day I shall never forget," said Rose, "and shall always be grateful to all the friends who helped to make it so."

Miss Palmer's hobby is music.

ALBERT WILLIAM KILGOUR

A rather varied career has been that of this well-known Eatonian who was born at Portage la Prairie. Two years in M.O. Shipping, five in M.O. Cashiers, six in the Sales Room (no wonder he's the popular pianist at many a Mail Order party!), Bert has since put in ten with Shopping Card Pay-in Office and the last two with Boys' Clothing. With the Canadian Dental Corps, Sergeant Kilgour was in service in the war.

Bert is married to the former Lucille Crook of M.O. Cash, has a daughter, Janet. He is an active member of the St. James Kiwanis Club.

A party was held in his honour at his home on the Saturday night previous to July 5, when the Boys' Furnishings and Clothing staffs "descended" on him.

During the evening piano music was played by Miss Ellen Craig and by Bert. A lovely repast was enjoyed and then a clock radio was presented to Mr. Kilgour by Mr. C. R. Staples, and a bouquet of sweetheart roses to the gracious hostess. The Kilgours plan a long-holiday motor trip to the States starting in August.

HERBERT HAROLD BISHOP

From Bristol, English seaport, came Mr. Bishop, and worked in Eaton's Delivery for 22 years when he transferred to the Garage. Five years were given by Sergeant Bishop to the Army Service Corps, and he suffered a severe head injury. Married, he has one son, Kenneth, jointly with whom he owns the racehorse, Bunty's Gal, which did very well at the recent meet, by the way.

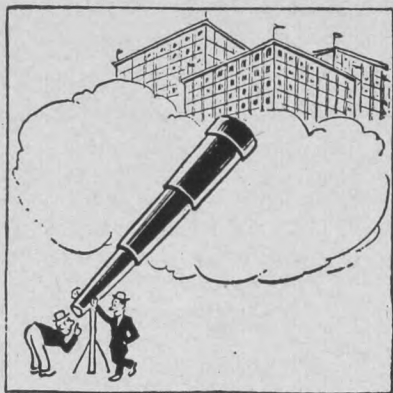
His gift from the department was a pair of binoculars—to focus on Bunty's Gal in winning stride, often, we hope!



Left to Right, and Down:

Gordon W. Andrews and Miss Rose Palmer, Albert Kilgour and Herbert Bishop, Willett Workman and Lorne Snell, J. Christian Julius and Frank Lamont.

WHAT'S GOING ON-



AROUND HERE?

MAIN FLOOR

Drugs—By C. O'Kelly

Mr. H. Green, our department manager, celebrated his 30 years on July 7. Congratulations poured in from all directions, together with a memento from the department, to mark the occasion.

Mrs. Fredrickson, Order Board section head, had the misfortune to break her arm recently. We hope it will soon be as good as new again.

A shower was held recently at Llenrad Harbour in honour of Mary Collett, Camera Counter. The bride-elect received an electric kettle, a set of knives, and Revere ware. Much happiness, Mary!

We extend our sincere sympathy to Rita Bovey, Drug office, who lost her mother recently.

Jewellery—By R. Firth

Our best wishes go with Mrs. Dorothy Hall-lett who left us recently to take up residence along the shores of the blue Pacific

To lucky Mrs. Inga Solmundson we wish all the best and much success in her role of full-time home-maker.

Our belated but hearty congratulations to Bert Bowman on his marriage to Miss Jean Bauer on June 4. A stag was held in his honour at Al Gable's home where the boys of 215 and 615 presented him with a beautiful clock. The Jewellery Department management and staff made Bert the presentation of an ash stand before his departure on the big day.

Stationery—By M. C.-Lawton

The department's annual basket picnic was held at Gull Lake on June 27. The weatherman provided a fair day for the hardy souls who went swimming and it was not too hot for the ball games, races, etc.

We are a bit hazy as to the number of players taking part in a softball game but it seemed as though we had everyone in ours, including the two buses and the drivers.

There were substantial prizes for all ages in the sporting events and everyone got in on them. Lots of candy, popcorn and ice cream whether you won or lost. This was one of our happiest outings and we are waiting for Mr. King to show the "movies"—we know he took some dandies. A hearty vote of thanks to Ray Monteith and his hard-working committee for making this get-together such a success.

On the sick list: Millie Smorten, Peggy McFadyen and Ray Beck; all doing well and hope to be back with us soon.

Eighteen

Notions—By V. Gillespie

Welcome back to two of our staff, Mrs. Millie Evans and Miss Jean Kellas, returned from two-month holidays overseas. Both report wonderful times.

Mr. and Mrs. Evans arrived by ship at Liverpool then travelled to Manchester and Bristol to see relatives. Visited London, then went from there by the famous Golden Arrow boat train—the train drives right on and off the boat—to Paris, France. While in Britain they visited the famous Cheddar Gorge and Gough's Cave, near Bristol; Chester Cathedral, Blackpool; and obtained a picture of the home where Mrs. Evans' family lived prior to becoming Canadians—a 90-acre farm at Olbury, on the Severn River, in possession of the family for over 250 years. Good to get home, Mrs. Evans says, but what a wonderful holiday!

Miss Jean Kellas and her mother travelled to Scotland by air, and in between visiting relatives there, took off again by air from Aberdeen and flew up to the lonely Orkney Isles, where Mrs. Kellas was born. Then down to Newark in Nottinghamshire, England, and to London. From there they travelled to Calais, France, by boat; to Paris and to Luxembourg and Belgium. Leaving there and travelling by bus through part of Germany, they arrived in Switzerland, where, said Miss Kellas, the scenery was simply breath-taking; then back to London and Edinburgh. Good to be back home, they say "But give us another trip like that, anytime!"

* * *

SECOND FLOOR

Time Office

Mr. and Mrs. Finlay Tease returned about mid-July from a two-months' holiday overseas to England, Ireland and Scotland, in that order.

Visited relatives in Ireland and Yorkshire, England, and enjoyed very much indeed the opportunity to see once more the beautiful and varied scenery. For good measure, they then journeyed north to Scotland and its scenery, including world-famous Edinburgh. Bus service was marvellous, says Finlay, especially all over England. In London, received a hearty welcome at Eaton's office, where Mr. Grant and others were very helpful; attended a debate in the House of Commons, visited the House of Lords, and saw a glorious rehearsal of Trooping the Colour. A vacation they'll always recall with deep pleasure!

Staff Relations

Staff offices members gathered on the morning of Monday, July 19, to honour Mrs. Lillian Phillips on the occasion of her leaving to make home-making her full-time occupation. Mr. T. P. McBryde thanked her for her good work and splendid co-operation, and on behalf of the management and staffs, presented her with a Duncan Phyfe occasional table with best wishes for future health and happiness.

* * *

THIRD FLOOR

Hardwares

Mr. Selwyn P. Belsher, assistant, Hardware, was a proud man indeed on June 24, when Mrs. Belsher presented him with baby Caroline May, 6 lb. 15 oz. Congratulations!

* * *

FOURTH FLOOR

Beauty Shops—By S. Proctor

On June 12, Carol Malowany left us for an ocean voyage to Bonnie Scotland! On behalf of the department, Mr. H. J. Bessette presented her with a travel clock and plastic utility bag. "Happy Landings," Carol.

June 16 was a big day for our gentleman barber, Mr. Charles Pearce, as he celebrated his 30 years with Eaton's and our department.

Mr. Bessette, for the department, presented him with a lovely lamp, and roses were presented to Mrs. Pearce. Congratulations and best wishes for many more happy years with us.

July 3, Mrs. B. Tiddle left us to make house-keeping her full-time occupation. Her gift from the department was a combination waffle iron and sandwich toaster presented by Mr. Bessette, with best wishes to the happy couple.

* * *

SIXTH FLOOR

General Office—By Geneva Hayward

Good luck to Mae Balanoff and her two sons who have left to make their new home in Windsor. She was the recipient of a handbag from the department.

We welcome a newcomer, Mae Scrivens.

Our sincere sympathy is extended to Joan MacDougall in the loss of her father, June 15.

Draperies—By Shirley Hetke

On Friday evening, May 28, a dinner was held at the Homestead in honour of Miss Betty Alexander, a bride-elect of June 12. Mrs. Evelyn Gould presented her with a linen table cloth and serviettes as a gift from the girls of the department. A very excited young lady, Betty left Saturday, June 5, to become Mrs. George Burger at St. James' United Church on Saturday, June 12. Mr. J. Price presented Betty with the department's gift of a mirror. We wish these newlyweds many happy years together.

The stork visited the department staff in the months of June and July and presented Mr. Walter Ritchie with a son, Duncan Daniel; and Mr. Owen Davies with a son, Michael John. Congratulations, boys. Now how about some girls as "futures" for our department!

Congratulations to our two mermaids in the department—Mrs. Elsie Brownridge and Miss Joan Rogers—who brought in top honours in the spring swimming class.

* * *

SEVENTH FLOOR

Electricals—By Marguerite Boon

We are pleased to hear that Mrs. N. Murdock is recuperating from an operation. Hope to see her back at work soon.

We are very sorry to hear that Margaret Bassey's mother passed away June 27. We extend our heartfelt sympathy to Margaret and her family.

* * *

EIGHTH FLOOR

D.A. Office

By Bernice Hammond and Pat Wasaty

We were pleased to hear of Arna Orchard's marriage to Rolly Campbell. The department presented her with a gift of flatware.

June 26 was the happy day for Helen Rhodes and George Smith who were married at Holy Trinity Church. Helen's gift from the department was a breakfast set. Best wishes from us all to these happy couples.

Congratulations are also in order for Irene Olsen who received a lovely diamond from Ted Sokol.

It's always nice to hear from former employees. An enjoyable letter was received from Harold Sanderson who is now residing in Santa Ana, California. We are glad to hear Harold has taken to the American ways so well. He would be pleased to hear from any of his friends in the Store.

Budget Plan Department—By E. Tamplin

Congratulations to Lauria Godin and Joan McCormick who received lovely diamond rings. The lucky fellows are Mr. Roger Cossett, of Fargo, N.D., and Mr. George Hadath.

We were sorry to say good-bye to three of our cashiers. Grace Nickel, who has gone to make her home in Vancouver, received a lovely chenille bedspread from the office and cashiers. A pen and pencil set was our parting gift to Shirley McLeod who left to enter the Normal School in the fall, and June Wood received several gifts from the office as she left to make housekeeping a full-time job.

We were also sorry to see Pat Sones leave. Pat received an electric coffee maker from the office and several gifts from the girls in her section. The very best of luck to you four girls.

Our most sincere sympathy is extended to Miss Gerry Nahorney in the loss of her father.

Sales Audit and C.O.D. Office

By Pat Giles

Ruth Appller became the bride of Wally Hergesheimer on July 3, at Holy Cross Evangelus Church. Ruth received bedroom lamps from the department. A miscellaneous shower was held in her honour at the home of Flo Morin. Our best wishes, Ruth.

Congratulations to Audrey Kramble who became the bride of Robt. Pierce on July 10. Her gift from the department was sheets and pillow cases. A joint hostess miscellaneous shower was held in her honour by Beverley Mudrick, Fern Horrill and Pat Dick at Pat's home.

Best wishes to Joan Bender whose marriage to Leslie Turner took place on July 10 at Robertson Memorial United Church. Joan received sheets from the department.

Congratulations to Shirley Faullus on her engagement to Danny Nazariwich.

Our deep sympathy to Audrey Bartlett on the loss of her father.

We are sorry to report that Norma Wilkes is still on the sick list.

* * *

ELEVATOR UPS AND DOWNS

By Bertha Sushnyk

Congratulations to Bill Kindred and Terry Charlesworth who were married May 29. Terry was one of our operators before transferring to Toronto. Bill's gift from the department was a torchere lamp.

Nice to see Ellen Plewa, Albert Jones and Frank Donald back after being away ill these past few weeks.

Johnny Bryant is to be congratulated on his song-writing ability. We also hear he will be back working soon. Wonderful news to all of us.

Hats off to Mr. W. Shingleton who celebrated 35 years with the Company on June 27.

Two of our July brides were honoured at showers recently. On June 29 a shower was held for Miss Florence Chorney who married Alex Mattrick on July 24. She received many lovely gifts with kitchenware presented by the operators.

A miscellaneous shower was held on July 6 for Miss Dorothy Budzinski who married Stan Marshall on July 16. She received a host of lovely gifts. We all wish these two grand couples happiness in abundance.

Connie Blask has left us to take up house-keeping duties. The girls gave her Moorcroft pottery. Keep in touch with us, Connie.

Fun was prevalent at St. Vital on June 19, when we all joined in the Engineers' picnic. Mr. Ted Grimes handled the races and everyone from under six to the old-timers enjoyed themselves.

Best wishes to Ernie Edwards who retired from our department June 30.

In The Mail Bag

THIRD FLOOR

M.O. Packing and Money Returns

By F. Spice

A stag was held on June 11 at the home of Mr. H. Higginson to honour Arvid Wonnech before his wedding on June 19. The guest of honour was presented with a torchere lamp on behalf of the assembled guests. His marriage to Margaret Weiss took place at Lutheran Church of the Cross. Arvid received a mirror from the department. Best of luck to them!

A dinner was held at Moore's on June 29 to honour Marge Allenback before she left to take up residence in Toronto. Marge was presented with a travel clock, white gloves and perfume along with numerous personal gifts. Friends and business associates in Departments 116 and 122 wish her the best of luck.

We are sorry to report Miss Myrtle Weiss and Mr. Jimmy Barbour are on our sick list this month. We wish them both a speedy recovery and hope to see them back soon.

Miss Ruth Hopaluk left on July 7 to be married to Peter Nazer on July 10. Before leaving, Ruth received a chair from the department.

Miss Helen Kuz left on July 10 to be married on July 17 to Robert Shindruk at St. Vladimir and Olga Cathedral. Before leaving Helen received a mirror from the department.

Best wishes to these two brides.

Misses Eleanore Parson, Sadie Kosaba and Eleanor McLaughlin are the lucky girls to receive diamond rings this month.

* * *

FOURTH FLOOR

M.O. Children's Shoes—By D. Clubb

Our Dorothy Sterry is just full of surprises but Tuesday morning, July 6, topped them all, when she came in wearing a beautiful diamond on that certain finger; the office fairly glitters now. The lucky chap is Jack Walker, and they will say "I do" on August 20 at Emmanuel Baptist Church. Congratulations to you both and our best wishes for a happy future.

* * *

FIFTH FLOOR

M.O. Draperies—By I. Eilmes

A double shower was held at Moore's Restaurant on June 7 in honour of Phyllis Smith and Helen Friesen. Miss Friesen was presented with pastel sheets and matching pillow slips. On leaving the department on June 12, Helen was also presented with a wool comforter. She was united in marriage to Mr. Henry Dyck at Abbotsford, B.C., on June 26.

Miss Smith was presented with a pair of Latex pillows and pillow slips. Phyllis left the department on June 26 and was presented with an ironing board and cover. She became the bride of Mr. Al Cairns on June 30. Best of luck to both happy couples.

Congratulations to Mr. and Mrs. Jimmy Stewart on winning an expense-paid trip to Detroit Lakes, Minnesota, for the three-day summer carnival.

* * *

SIXTH FLOOR

M.O. Dress Goods—By Winnie Crowston

On the evening of June 25 the members of Department 33 journeyed to Bird's Hill for a picnic at the home of Anne and Roy Keedian. What food! What mosquitoes! What rain! The evening was spent in dancing and in singing the old favourite songs. Our many thanks to Anne and Roy for a very good time.

Twenty

M.O. Floor Coverings—By G. McLean

On Friday, June 18, a very enjoyable department party was held at Mr. Jephson's "Dog House" to honour two of our staff who were leaving. Danny Millier thought he would like to get away from our cold winters and has gone with his wife, the former Alice Charles, who was previously in the correspondence office, to live in sunny California. Tommy Freestone was the other departee.

Danny was presented with a Gladstone bag and Tommy with cuff links and tie-pin set. Although a thunderstorm came up it didn't spoil the fun of cooking the hamburgers. What a hungry bunch we have! Many thanks to Mr. and Mrs. Jephson for having us.

* * *

SEVENTH FLOOR

M.O. Budget Plan—By P. Young

On June 19 we had a double presentation to two shining brides, Rosanne Lozo and Clarice Baldwinson. Rosanne was presented with a lovely mirror and Clarice a blanket, Mr. Otley doing the honours for the department.

Rosanne left to become the bride of Mr. Frank Klemchuk on June 26 at Norwood United Church. Clarice Baldwinson became the bride of Mr. Allen Nelson on July 3 at Riverton, Man.

Audrey Grant left June 30 to be married to Mr. John Klymchuk. Audrey was presented with an electric iron from the department.

Marilyn Holland was married to Mr. Ray Kowalski on July 3 at Transcona. She was the recipient of an electric tea kettle from the department.

To all our new brides, the very best of wishes and good luck.

We were sorry to say farewell to Mrs. Irene Senchuk and Mrs. Linda Kletke who left July 3. They were both presented with gifts.

We hope Flo Carroll is feeling much improved after her recent appendectomy. It was good to see Mr. Olafson back after his recent stay in hospital. We were sorry to hear one of our co-workers, Flo Holdsworth, was hospitalized, and are pleased to hear she is making speedy recovery.

M.O. Lingerie—By Bea Nash

Best wishes to Ellen Deason on her transfer to the Toronto M.O. Corset Department. Ellen left us on July 10 on a motor trip to the east via the United States, and will begin her new duties early in August. A dinner and dance were held at the Highwayman July 5 in her honour, when many former members of the department joined us in wishing Ellen success. Mr. R. Chatfield made the presentation of luggage on behalf of friends, management and staff of the department.

M.O. Girls' Wear

There is romance in the air again. Mary Lapp came into work recently with a beautiful diamond on her finger and a happy smile on her face. Congratulations, Mary.

* * *

EIGHTH FLOOR

M.O. Copying—By M. Shepherd

Our sympathy is extended to Mary Thompson whose mother passed away, and to Margaret Beer who recently lost her father.

Pearl Godin was presented with a plastic canister set, pyrex coffee percolator and casserole when she left the department to be married to Tommy Cannon on June 26 at the Anglican Church, Rainy River, Ont.

Congratulations to Doreen Malthouse who received a lovely diamond from Vic Epp on June 26.

A steam iron and pyrex teapot were department gifts to Shirleyann Coe when she left to be married at St. Stephen's-Broadway United Church on June 26, to Dennis Wilson. The girls held a luncheon at Moore's where Shirleyann received Wearever pans and kitchen utensils.

It was nice to see Miss Cameron (now retired) looking so well on her recent visit to us.

We wish Eleanore Plouffe a speedy recovery after her recent operation.

M.O. Complaints—By J. Baynes

The department is justly proud of Dorothy Lloyd who left July 26 for Vancouver, B.C., to officiate as a time-keeper for the swimming events of the British Empire Games, week of July 30 to August 7.

Dorothy is honorary secretary-treasurer for the Canadian Amateur Swimming Association (Dominion body) for a second term, also for the Manitoba section. She is also a member of the Maple Leaf Swimming Club of Winnipeg and spends club night every week teaching young people to swim, just for the love of it. She has been, for several seasons, volunteer Red Cross instructor to the Eaton girls' swimming classes. Dorothy holds about 30 medals, also numerous cups and shields and says her favourite distances are the one mile and half-mile.

We all wish her a wonderful trip and holiday and shall look forward to hearing of all her experiences on her return.

On her return from her holidays, Marge Rogan was congratulated by everyone because of the diamond which shone on her left hand. Marge has decided to give up her typewriter and marry Mr. Ted Higham of Lac du Bonnet, Man. Best wishes and lots of happiness to you both, from us all.

* * *

NINTH FLOOR

Hosiery and Gloves—By May Scott

Glad to report that Ruth Holmstrom is back at work after her operation, also that Bill Stewart is out of the Hospital and resting at home. Hope it will not be long before you are back at work, Bill.

Candy Factory—By M. McLean

On July 14 a presentation took place of a beautiful chenille bedspread to Eva Veale on her departure from the department. She will become the bride of James Reynolds, of Miniota, on July 17, at Gordon United Church. The newly-weds will take a short trip to the U.S.A. They will reside in Miniota. Mr. J. Woodhouse made the presentation and extended best wishes. Good luck and much happiness, Eva.

Our deepest sympathy is extended to Mr. Stanley Peterson in the passing of his brother, Joseph, on July 6.

* * *

ALEXANDER AVENUE WAREHOUSE

Bag and Box Factory—By N. Lemecha

Congratulations to Ed Zwolack on his 25th anniversary with Eaton's.

We are very pleased that Joyce Mitchell is with us again after her recent illness.

PRINTING PLANT

By M. Torrance

Congratulations to Mr. and Mrs. Paul Munson who are pleased to announce the birth of their son, Douglas, born July 11. Baby weighed 6 lb. 8 oz. Douglas has two brothers, Allen and Jimmy.

Congratulations to Messrs. Cam, Scott, Sinclair, Ringland, Clay and Wimbly who have completed 35 years of faithful service with the Company.

Within less than one month, six members of our staff have each completed 35 years of service, making a total of 210 years.

WALTER PARIS MILLER

Contacts had the pleasure of meeting Walter (Dusty) Miller personally the other day, and was glad to be corrected on our article about him in last issue's 35th Anniversaries, when we mentioned he claimed no special interest in sports. This statement might confuse his friends and the many people who knew his record, said Dusty, who had refrained from "blowing his own horn" when giving us information about his career. And no wonder, for he was one of the best-known soccer players around here for years, and among his souvenirs he's particularly proud of the Dominion football championship medal gained when he played with United Weston to defeat B.C. Collieries. He was active, too, in bowling and baseball, and is still interested in all sports. Our apologies, and glad to put the record straight, Mr. Miller.

Optical Department Annual Picnic

Our family picnic was held at Campbell's Park near Beausejour, and to Johnny Linny and Bill Forbes go our most cordial thanks for the good job they did in arranging the program for the day. There were races for everybody, lots of soda pop and ice cream for the kiddies, and the basket picnic lunch was then well and favourably attended to. Following this, baseball games provided lots of fun and activity, and the evening saw the "motorcade" making its way homeward just as the old saying has it, "tired but happy."

HERE HE IS

(From the Calgary Albertan)

Those searching for an honest man should rest their gaze on George Fitzsimmons, of 2601 17A St. W., who Tuesday evening turned in to police a wallet he found in front of Stampede Motors, 17th Ave. and 15th St. W. It contained \$515.

(Mr. Fitzsimmons is assistant manager of Eaton's, Calgary, Jewellery Department.)

FIVE-PIN BOWLERS!

All entries for Eaton's Mixed Five-Pin Bowling League must be in the hands of Ernie Wall (M.O. Cashiers) by Friday, August 13.

Entry forms now available at Time Offices. Your Prompt co-operation, bowlers, please. Thank you!



CONTACTS

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No. 7

Editor: W. E. (Bill) GRAY

Gentlemen in Grey!

With a dignified touch of black in the "trims," as you'll see. That's the New Look that Mr. Tom Giles is proud of in the summer outfits recently provided for the more than 30 men in charge of keeping windows, wash-rooms and floors clean and neat and in ship-shape Eaton fashion!

Pictured here are five of the men whom the photographer managed to catch together for our news—left to right: W. Mair, J. Deschamps, F. Clendinning, T. McKenzie, A. Stimpson.

We know you'll like their neat outfits: grey, collared shirt with black bow tie; grey pants with wide black stripe — no vest. And we do know they like the extra comfort this cool outfit brings them!



Recent Appointments

Winnipeg

Department W28—Men's and Boys' Furnishings, Hats, Caps and Furs, Underwear, Shirts, Bath Robes, Pyjamas, Bathing Suits, Sweaters, Neck Wear and Boy Scout Uniforms:

MR. A. M. JENKINS, assistant;

MR. F. A. WINTER, signature.

Stock Audit Office, W160—

MR. H. D. MACNAMARA, department manager.

Regina

Advertising, Ticket Writing, Sketching, Merchandise Display:

MR. G. C. GAYTON, assistant.

Edmonton

Department E229—Men's and Boys' Clothing and Made-to-Measure:

Section 29 (Men's Wear):

Section 30 (Made-to-Measure):

MR. JAMES E. AGRIOS, assistant.

British Columbia Mail Order Operating

MR. K. M. ENGLISH, manager.

Tisdale Order Office

MRS. DORIS ASELTINE, in charge.

Hold It, Brother!

T. H. Carter, of 228, for years has managed to get help in keeping calm by looking at a clipping he loaned us—which reminds the reader that "interruptions" to smooth sailing are universal. It reads: "It isn't work that kills you, but the people who have the knack of making your emotions boil while you are trying to work." Well, we're all alive yet—let's try to keep it that way!

Thinking Is Profitable—

And Noticing—and "Figuring" Out!

Two recent Suggestions have paid off for MR. J. R. FIRTH, Jewellery, and MR. T. DAVIES, Women's Shoes. Send in YOUR suggestions—they'll be considered carefully and may win a cash reward!

In Memoriam

... Who the Hereafter leaves to Grace of God,
Need fear no yawning grave, nor covering sod. . . .

* * * *

WALTER GEORGE BENSON

A retired Eatonian, Mr. Benson died on Sunday, June 20. He had reached the age of 83 years and had been in Canada 51 years, coming here from Sunderland, North England. For 32 years, until retiring in 1938, he worked in Eaton's Mail Order Packing. To his widow, Mrs. Jenny Benson, their daughter and two sons, and the six grandchildren and six great-grandchildren, our sympathy in their loss.

JANET W. DRYSDALE

For over a quarter of a century, until 1935, Miss Drysdale worked in Eaton's Hardware. A native of Glasgow, Scotland, she arrived in Winnipeg in 1910. She passed away at the home of Mrs. Hugh MacDonald, a niece, on June 21. One other niece, Mrs. Margaret Sartin of Winnipeg, survives her. Miss Drysdale had suffered a long illness in recent years, but while active had been a worker for King Memorial United Church. We tender sincere sympathy to those who mourn her passing.

JOHN CLOVIS BLAIS

A well-known Eatonian who had retired from the Basement Store Men's Furnishings in 1950, after 37 years' service, Joe Blais died Thursday, June 24, at his home, 536 Aulneau St., St. Boniface, at the age of 69 years. Surviving are his widow, Marie Rose, two sons and three daughters, six grandchildren and other relatives. To all these goes the sympathy of Joe's many Eaton friends in their time of sorrow.

ROGER T. SHORTRIDGE

An Eatonian for two and a half years in the Caretaking Department, Mr. Shortridge passed away at the early age of 35 in Deer Lodge Hospital, Wednesday, June 30. He was a veteran of five and a half years' service overseas with the Winnipeg Rifles and Army Service Corps. Surviving are his widow, Veronica, and their three sons; also five brothers and five sisters. Our deep sympathy goes to all of them in their loss.

PHILIP JAMES FULFORD

Retired on March 17, 1954, Mr. Fulford passed away suddenly on July 11 at the age of 66. He had worked with Eaton's from 1926 to 1954—a term of 28 years—retiring from the Furniture Warehouse. He is survived by his widow, Christina Ann, two daughters and three sons, to whom we offer sincere sympathy.

* * * *

Sincere sympathy to these members of the staff who have recently been bereaved:

In the Loss of a Mother

Mr. Jack McDonald.....M.O. Packing
Miss Mary Thompson.....M.O. Copying
Miss Blanche Scott.....Grill Bakeshop
Miss M. Bassey.....Electricals
Mr. Paul Reimer.....M.O. Jewellery
Mrs. Bovey (retired).....Drugs
Mr. D. Foster.....M.O. Floor Coverings
Mr. L. Lasota.....Furniture

In the Loss of a Sister

Mrs. F. Moulden.....Lingerie
Mr. A. Ferguson.....Printing

In the Loss of a Brother

Mrs. W. Peppin.....5th Floor Lunch Room
Mr. S. Peterson.....Candy Factory

In the Loss of a Father

Mr. J. Watson.....Staples
Miss Joan McDougall.....General Office
Miss Audrey Bartlett.....Sales Audit
Miss M. Bartlett.....Third Floor Groceries
Mrs. H. Phillips.....Caretaking
Mr. J. Erlendson.....Engineers
Miss A. Erlendson.....M.O. Girls' Wear
Mrs. Searkovitch

Basement Lunch Counter

Miss M. Beer.....M.O. Copying
Miss E. Flett.....M.O. Children's Wear
Mrs. V. McMillan.....Millinery
Mrs. M. Larocque.....Grill Dining Room
Miss M. Gray.....General Office

In the Loss of His Wife

Mr. W. A. Lord.....M.O. Music and Radios

* * * *

Eatonians who knew him will be sorry to hear of the recent death, while on occupation service in Germany, of Corporal W. A. Haviland, of 2333 Pembina Highway. He was a medical assistant with R.C.A.M.C., 2nd Battalion Princess Pats. A former Eatonian, he had worked in both Mail Order and Store at times.



Be Sure!

Be Safe!

Be Careful!

Remove Hazards!

Don't Take Chances!

Take Time To Avoid Accidents!



Welcome to Our August Tourist Visitors

According to records kept by the Tourist Bureau over many years, August should find Manitoba playing host to ever-increasing numbers of travellers. We can all do our part to make them feel welcome, not just as Eatonians in business, but as Winnipeg citizens ready to oblige them in every way—especially if one sees them confused as to direction or likely to overstep local traffic rules. We know they'll like Manitoba—let's go all out to make them like the Manitoba people!



Our Store Information Booth is situated in the aisle on the Main Floor, near the Men's Made-to-Measure Shop. The Tourist and General Information Booth, supplied with good maps of Manitoba and other spots to visit, also reliable road maps, is on the Second Floor beside the Post Office.

Customs Information may be obtained at the Shopping Card Pay-in Centre, Second Floor of the Store.

Location of our Grill, Lunch Counters and Washrooms is information frequently needed—help the visitors by being sure of such knowledge.